



COLLINGWOOD'S REED STUDIO WINS BIG AT AUSTRALIAN MODERN BARBER AWARDS 2023

Sunday 5th November saw acclaimed barber shop Reed Studio take home one of the big wins at Australia's premium awards program for the male grooming industry, the Australian Modern Barber Award's (AMBA's) in Melbourne at the Plaza Ballroom. Alongside the most exceptional barbers and barber shop owners that this country has to offer, Reed Studio was awarded AMBA Collection of the Year-Team 2023 at the gala event.

Reed Studio was born after Director Angela Sassano saw that there was a distinct lack of places a guy could go to receive a high quality haircut, in an environment that was calming and inviting, where they weren't rushed out the door. With the growing and ever changing landscape of barbershops and men's hairdressers in Melbourne, she wanted to create an open space where clients could come to relax, enjoy the experience and leave feeling refreshed and renewed. Originally trained as a hairdresser in 2005, Angela with her eye for detail and precision jumped ship and found herself transitioning to barbering in 2013, and she hasn't looked back since. In that time, Ange has won awards at various hair competitions and has had a passion and drive to give back to the next generation through educating apprentices and mentoring skilled barbers alike.

Created by esteemed trade visionaries Mocha Group in 2021 to provide men's hairdressing and barbering trailblazers with a much needed benchmark of excellence, the AMBA's reflect the increasing impact of this industry. With men's grooming a huge player in the global beauty market this is a timely marker of the industry's importance with Innovius Research stating it is extrapolated to reach \$534 million in 2026.

AMBA guests were treated to entertainment inspired by the lavish grandeur of the Plaza Ballroom's historical Spanish Rococo architecture. The classical musical greats were reimagined with an electro-pop, contemporary crossover, and fusion flavour. Performances featured live vocalists, plus a powerhouse female cast on the electro-acoustic harp, electro violin and electro cello. Aria Award winning DJ Peril, who has performed alongside Mariah Carey, Black Eyed Peas, Pitbull and many more, kept the beats deep at the after party.

Mocha Group Owner/Publisher Linda Woodhead was thrilled to recognise their accomplishment;

"The AMBA's have again shone a spotlight on the most exciting global talent in the grooming world and Reed Studio are a prime example. The role of barbers and the barber shop is deep rooted in our cultural history and they remain an integral part of so many Australian men's lives. The Reed Studio team are operating at a world class level and their talent completely wowed our judges."

Reed Studio

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